

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve
A 280.39
M344

U.S. Department of Agriculture

**FOOD STAMP
PROGRAM**



FOOD GUIDE

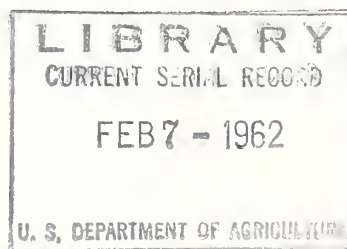
January 1962

A special service for FOOD DISTRIBUTORS containing merchandising suggestions about: Foods currently appearing on the PLENTIFUL FOODS LIST and ADDITIONAL FOODS selected for nutritional value and low cost appeal

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

Foods appearing on this FOOD GUIDE are being recommended to Food Stamp Recipients as Wise buys this month. Agencies of the Department of Agriculture, welfare groups, newspaper food editors, radio and television stations, etc., will be pre-selling these foods to stamp coupon shoppers.

MR. GROCER: You can give your food stamp coupon patrons a helping hand by planning your merchandising to spotlight these products for their shopping ease. In addition, it would be helpful if you would post this list of Food Guide items on your front window and on in-store bulletin boards as well.



PLENTIFUL FOODS

Grapefruit

Apples

Broiler-Fryers

Honey

Potatoes

Dry Beans

Canned Red Cherries

ADDITIONAL FOODS

Evaporated Milk

Carrots

Tuna Fish

Wheat Cereals

GRAPEFRUIT (featured)

Supply: Production of grapefruit (excluding California's summer crop) is forecast at 45.2 million boxes, 8 percent greater than last year and 9 percent above 10-year average. During January, supplies will be seasonally heavy and prices reasonable.

Merchandising Hints: Coupon shoppers need this healthful fruit and it is being stressed in January menu recommendations directed to this trade. With grapefruit quality extra good this month, it's time to "roll up your sleeves" and set up a customer-inviting display geared to do a bang-up selling job. Healthy and satisfied coupon patrons, fast turn-over and repeat action is what you're looking for. Put on a good show.

- . A massive display complete with all of the "sunshine effects" will lead to volume sales---and your supplier has excellent point-of-sales pieces for this type selling job. You should get it and use it to help you move more fruit. An island well located at the fruit and vegetable aisle and stocked with bulk and prepack bags, makes the ideal display spot.
- . Good sign work at display point sells customers, so talk to your trade -- tell them grapefruit is a "Healthful Breakfast Starter" and "Rich in Vitamin C." Place extra promotional emphasis on "fresh juice" and recommend "fresh sections" for a delicious salad treat. Tie-in honey with grapefruit -- make a perfect sweetener to invite new tastes.
- . Be proud of your fruit -- identify white and pink variations and cut a few grapefruit so customers can see what you've got. Decorate halves with "red" and "green" cherries, to create appetite-appeal. And it will pay you to give grapefruit good ad support --- and plug it on store windows, too.

Sales Cues: "Keeps You Healthy" -- "Breakfast Eye Opener" -- "Tangy Sections For A Salad Treat" -- "Full o' Juicy Goodness and Loaded With Vitamin C"

HONEY

Supply: This year's honey production is estimated at 276 million pounds, an all-time record and more than 33 million pounds above the 1950-59 average.

Merchandising Hints: "Honey is Good --- And It's Good For You" should be your selling theme.

- . A sales-doubling related item display is the best merchandising way. Feature "strained" and "comb" pack honey with pancake, waffle and biscuit mixes.
- . To get still more sales action, spot small stocks of honey in the bakery department; place an assortment of "Nature's Goodness" with breakfast meal items; and display in the baking ingredient department also. This month's coupon users are being offered a dessert suggestion,

HONEY (cont'd.)

"pecan honey pie" --- and honey is being recommended for a grapefruit "topping" and "sweetener" and for inclusion in apple pastry preparations too. "Get-together" selling will give sales a boost.

Sales Cues: "Yes, It's A Honey" -- "Extra Good At The Breakfast Meal" -- "Healthful Sweetener" -- "Bake It With Honey" -- "Perfect Dessert Topping"

APPLES

Supply: The commercial apple crop is estimated at 126.8 million boxes. At this level, production is 17 percent above last year and 13 percent above average. Supplies of apples are particularly heavy in the East and Midwest.

Merchandising Hints: Here's another good "Food For Fitness" item that's constantly in demand. It pays to promote apples -- they can be used by coupon shoppers in infinite ways. With plentiful supplies of top quality fruit to offer at reasonable prices, apples should rate an extra heavy push.

- . Take a reading on your apple merchandising. Are you doing a good job? Remember you must cater to shoppers' desires -- some patrons are looking for apples to eat-out-of-hand; others will be seeking a good baking apple; or apples for salads, pies or other pastry needs. Clue the Stamp Coupon trade in with display posters recommending use of each variety you stock. January menu suggestions publicized to Stamp Coupon recipients call for apple preparations in varied ways.
- . Now don't forget home canning still goes on. Since customers are over the holiday rush, this might be a good time to plug apples and home canning supplies. "Homemade Apple Sauce" is your canning sales cue.
- . Apples, pork and sauerkraut displayed together, make a good team -- makes a real thrifty meal, too. Plug this combo for a three-way sale.

Sales Cues: "A Perfect Package of Health" -- "Crisp 'n Juicy" -- "Keeps The Doctor Away" -- "Biting Good" -- "Taste Tingling"

CANNED RED CHERRIES

Supply: Canned red pitted cherry supplies are in abundance now.

Merchandising Hints: George Washington's birthday comes early next month -- your best selling time for canned red pitted cherries. And Food Stamp Coupon recipients are being alerted to try a cherry pie dessert on this eventful day.

- . Start now previewing your canned red cherries with a well rounded combination display at a good heavy traffic spot. Pie crust mixes or "homemade" ingredients will make fine salesmates in your building plan.

CANNED RED CHERRIES (cont'd.)

Use good point of sales material to brighten up display -- especially a scrumptious and colorful-looking cherry pie. Use a good display poster -- "George Washington's Favorite Pie" to attract the trade.

- . Price all canned sizes in multi-unit deals --- and give canned red cherries a big build-up in store and advertise them well, too.

Sales Cues: "George Washington's Birthday Pie" -- "Cobbler Specials" -- "Tart" -- "For A Pastry Perker-Upper"

POTATOES

Supply: The fall, or storage, potato crop is estimated at 198.4 million hundredweight, 13 percent above last year and 27 percent above 1950-59 average.

Merchandising Hints: Many welfare groups, cooking classes, food page editors and others in the information media will be pushing potatoes by spotlighting them in a wide variety of potato money-saving dishes this month.

- . You, too, should generate coupon shopper interest in a good buy. Do a little "drum beating" to call trade attention to versatile potatoes -- prices are attractive, quality good and supplies plentiful.
- . Think big and plan big -- arrange to have a mass potato display featuring bulk and prepacks, too. Place promotional emphasis on fast-turnover 5, 10 and 25 pound prepack bags. Use dunnage to elevate these offerings for easy pickup and good customer view. Separate bulk varieties well with good raised dividers --- and plan catchy sign work to recommend offerings as "ideal bakers," "good whipping," etc.
- . Frozen potato products attract coupon customers as well as other trade. A portable freezer unit of all frozen potato products you carry placed near red meat, poultry and seafood cases will promote more sales. If you don't have a portable outfit, focus attention to freezer case stocks with good "spot" advertising and perhaps sales pieces of your own.
- . Instant potato products will also catch Mrs. Housewife's eye. Use the whole instant potato family in your overall potato display plans.

Sales Cues: "Kind To The Budget" -- "The Vegetable Powerhouse For A Hearty Meal" -- "Heat-n'-Serve" -- "Instant Ready"

BROILER-FRYERS

Supply: Supplies of broiler-fryers are expected to continue heavy throughout January with prices lower than a year ago.

BROILER-FRYERS (cont'd.)

Merchandising Hints: Food Stamp recipients in most areas are being given an opportunity to attend food use demonstrations planned to show them how to eat well on a limited food budget. Home economists and other food authorities will focus attention on broiler-fryers and other January Food Guide items in their sessions this month. These "economy" birds are being presold for you, and should rate high in your overall merchandising plan.

- . Create broiler-fryer interest. "Bring coupon customers running" by featuring these birds as "This Month's Bargain Buy." Pack a real punch -- give customers something exciting -- offer two-bird package deals of "whole," "cut-ups," and "select pieces," too.
- . Let your display lead the way. Stock case with a hefty supply of birds, then brighten up selling point with meal-appealing frozen french fries, colorful fruits and vegetables and taste-inviting cranberry products, too. This attractive array offers Stamp Coupon Patrons a chance to do a bit of meal planning here -- and develops more sales for you.

Sales Cues: "For Budget-Stretching Meals" --- "Tender Young Chicks" -- "Pan Ready" -- "Plump 'n Delicious" -- "Fat 'n Sassy"

DRY BEANS (Pea Beans and Pintos)

Supply: The Michigan crop which is primarily pea beans is estimated at 7,196,000 bags, over 800,000 hundredweight above the 6,300,000 bags last year, and well above the 10-year average. Pinto bean estimates indicate a production considerably above last year.

Merchandising Hints: Team up pea beans and pintos for side-by-side selling at a well traveled floor spot. Sell from shipping containers for less handling and possible display location changes as desired.

- . Coupon customers have an eye for a bargain, particularly during the last two weeks of the month -- so give them the signal with a thrifty come on --- and a easily spotted big price tag. Tell customers to "Go Navy" -- (for delicious soups, casseroles and a pleasing vegetable dish).
- . Pintos and chili go together -- so pass the hint along. And pintos make good salesmates when featured with franks and lots of other meats. Recommend them for preparing a tasty vegetable salad treat. And hot as an ideal vegetable dish for a hearty cold weather meal.

Sales Cues: "Have Navies Tonight" -- "Chili Making" -- "Navy Bean Soup Hits The Spot" -- "Looking For A Thrifty Vegetable Dish?"

CANNED TUNA FISH

Supply: Good supplies of canned tuna fish will be available in all can sizes and styles of pack during January.

Merchandising Hints: Canned tuna goes a long way -- when preparing main dish casseroles, delightful salads and tasty sandwiches, too. This superb all-purpose fish product should be at the top of every coupon recipient's list. Promote it well to get it there.

- . Offer canned tuna at aisle ends. Jumble display "chunk" and "shredded" separately at two distant aisles. Price for volume -- 3 for -- specials will promote big sales.
- . Emphasize canned tuna with good sales pieces. Have sign man make up and post a taste-appealing tuna fish casserole recipe for the shoppers review. Mention tuna fish salad at display spot and over in the vegetable department, too.

Sales Cues: "Meal Extender" -- "For Friday Menu Fare" -- "Fish As You Like It" -- "Thrifty 'n Tasty"

EVAPORATED MILK

Merchandising Hints: Industry is conducting an information program on evaporated milk, and Food Stamp Coupon pilot area welfare groups will encourage use of this product to Stamp Coupon users, too.

- . You have a top-notch product for food value in evaporated milk, so get it off the shelf and give both "baby" and "tall" can sizes a floor display spot.
- . Industry will be going all-out on its "Dollar Dinner" promotion this month which will feature evaporated milk and other dairy foods. Plan your display techniques to tie-in with their selling plan. Your distributor or manufacturer's representatives have sales material for you to use to get those volume sales. And "Dollar Dinner" menus should be especially attractive to the coupon trade.

Sales Cues: "Belongs In The Kitchen" -- "For Nutrition And Value" -- "Babies Like It - You Will, Too" -- "Tops For Baking, Gravies and Sauces, Too"

WHEAT CEREALS (cooked--and ready-to-eat)

Merchandising Hints: Cooked and ready to serve wheat cereals are body builders coupon customers can use.

- . Group-display wheat cereals in January. Heavy emphasis is being placed on cooked and ready-to-serve products by consumer education groups in their contacts with Food Stamp Coupon recipients. Display a large variety of wheat cereals so these folks can choose.

WHEAT CEREALS (cont'd.)

- . While wheat cereals are generally considered a breakfast dish -- the "small fry" likes it at lunch time -- for a quick snack, too. Make your offering taste-tempting --- offer bananas and appropriate other fresh fruit items, butter or margarine at your display stack, also.

Sales Cues: "Body Builder" -- "Just Add Milk or Cream" -- "A Healthful Cold Weather Breakfast Dish" -- "Oh So Good" -- "Top It With Fruit"

CARROTS

Merchandising Hints: Carrots are being publicized as a good buy for the coupon trade.

- . Keep bin stocks well filled. Inspire more carrot sales -- use "talkers" to alert customer's they need carrots on hand to "Go In Salads" to "Make Good Stews"
- . Place token offerings of film prepacks with your beef and poultry cuts -- you'll make sales for sure. Support display by listing carrot specials in your newspaper ads.

Sales Cues: "Nutritiously Good" -- "Ready For Stew" -- "To Go With Beef and Pork" -- "Salad Fixing"

HANDY POSTER FOR GROCERS

1. Remove this sheet
2. Cut along line
3. Post food list on lower half of this page on your front store window or at an easy view spot in the store.



FOOD STAMP COUPON SHOPPERS

WISE BUYS FOR JANUARY

Grapefruit

Broiler-fryers

Honey

Dry Beans

Apples

Tuna Fish

**Frozen and Canned
Red Cherries**

**Evaporated
Milk**

Potatoes

Wheat Cereals

Carrots